

RedEye

Optimizely
Integration

Introduction

Extend Optimizely with RedEye's Multichannel Personalisation Platform "Contour"

RedEye is an award winning Multi Channel Personalisation & Conversion Rate Optimisation specialist. Optimizely's first 3* Partner in EMEA and the only company to be both a Solutions & Technical partner of Optimizely. RedEye have continually pushed the boundaries of what can be achieved through partnering with Optimizely and continue to do so by winning the Optie award 2015 for "Solutions Partner of the year."

RedEye's Multi Channel Personalisation technology "Contour" is the chosen solution for Marketers and ecommerce professionals for brands such as Sainsbury's, Monarch Airlines, AVIS, Snow and Rock, Hotel Chocolat and many more. "Contour" puts the power of a customer data platform and an intuitive suite of tools into the hands of modern day, data savvy marketers seeking to easily implement cross channel campaigns: email, web, DM, mobile. Contour integrates intuitively with Optimizely to extend personalisation, cross-device tracking and channel capabilities.

Step 1: Enable Web Profiles in Contour

If Web Profiles are not enabled in Contour, contact your RedEye account manager to enable Web Profiles. This will allow you in Optimizely to use Audience Segments created in Contour.

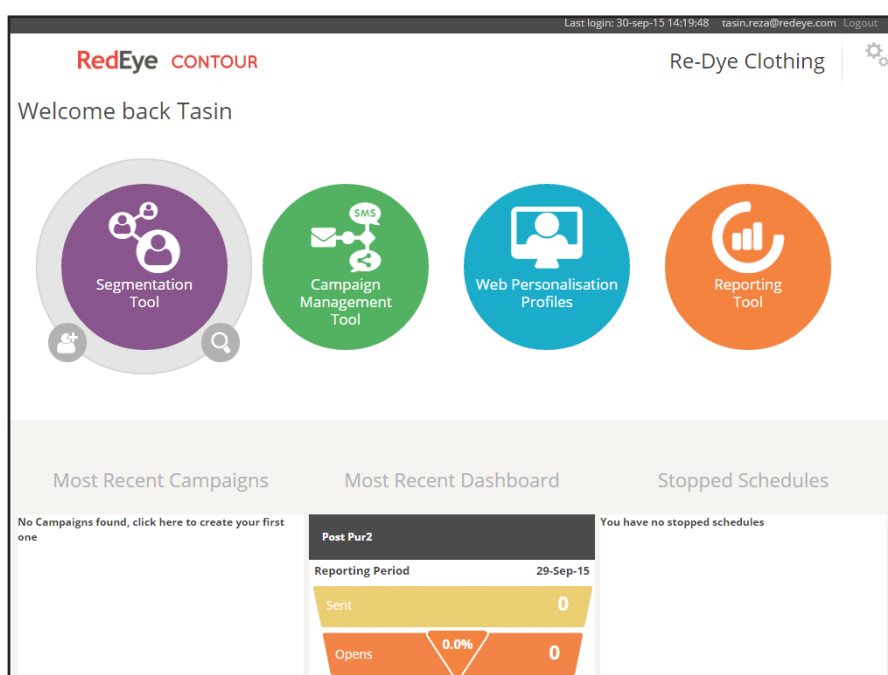


Figure 1: Web Profiles in Contour

Step 2: Drag, save and publish

Once you reach Web Personalisation Profiles, search for the audiences you would like to target in Optimizely from the right panel and drag the segment to one of the available slots:

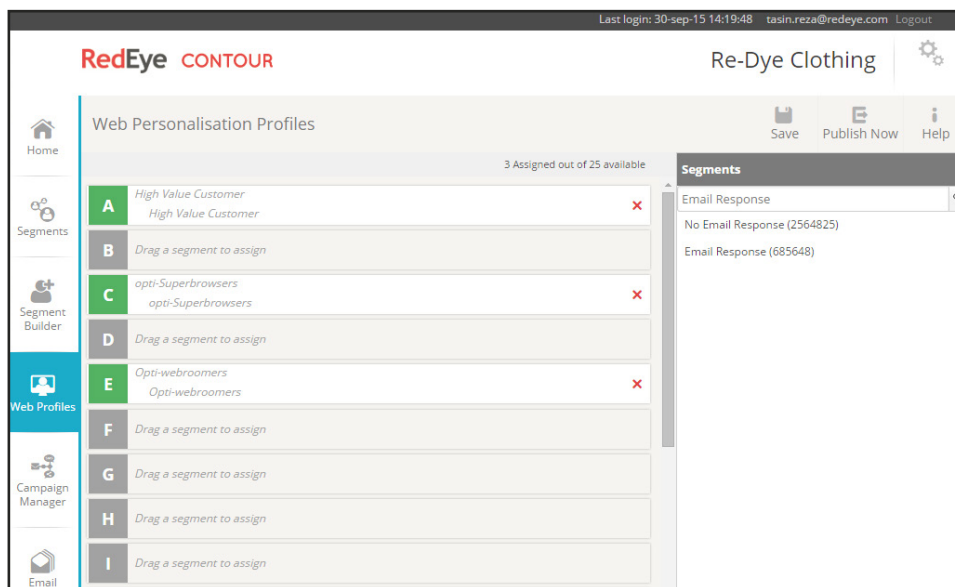


Figure 2: Adding segments to Web Personalisation Profile slots

Save and publish the web profiles. They will now be available via RedEye's web profile API call.

Target Audiences

Step 1: Enable RedEye Integration

Go to your Optimizely project's Integration section and turn on RedEye. Add your unique API key, API URL and save. This will make Web Profiles from Contour available for audience targeting in Optimizely.

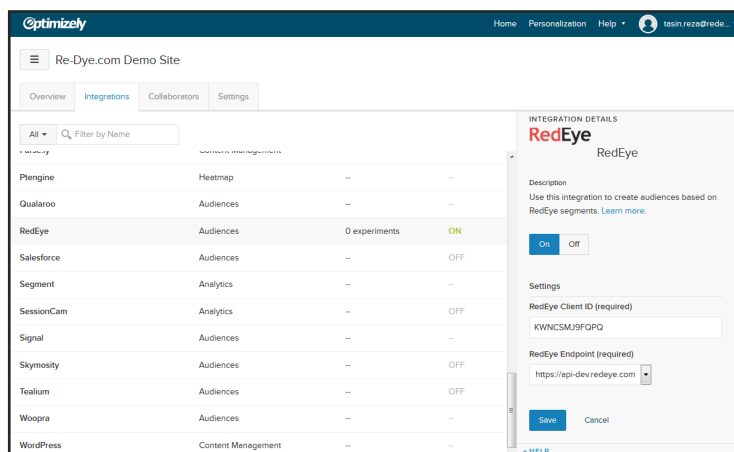


Figure 3: Enable RedEye Integration

Step 2: Create a new Audience based on RedEye's segments

Open Audiences either from the project level or when you are create an experiment.

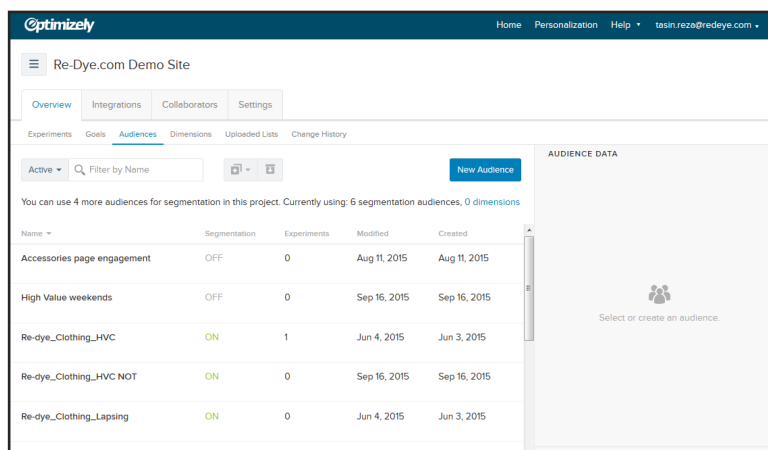


Figure 4: Create a new Audience

Drag RedEye from the right hand side panel of conditions to the main Audience conditions area. All your web profiles available in Contour can now be selected from the dropdown menu.

Target Audiences Continued

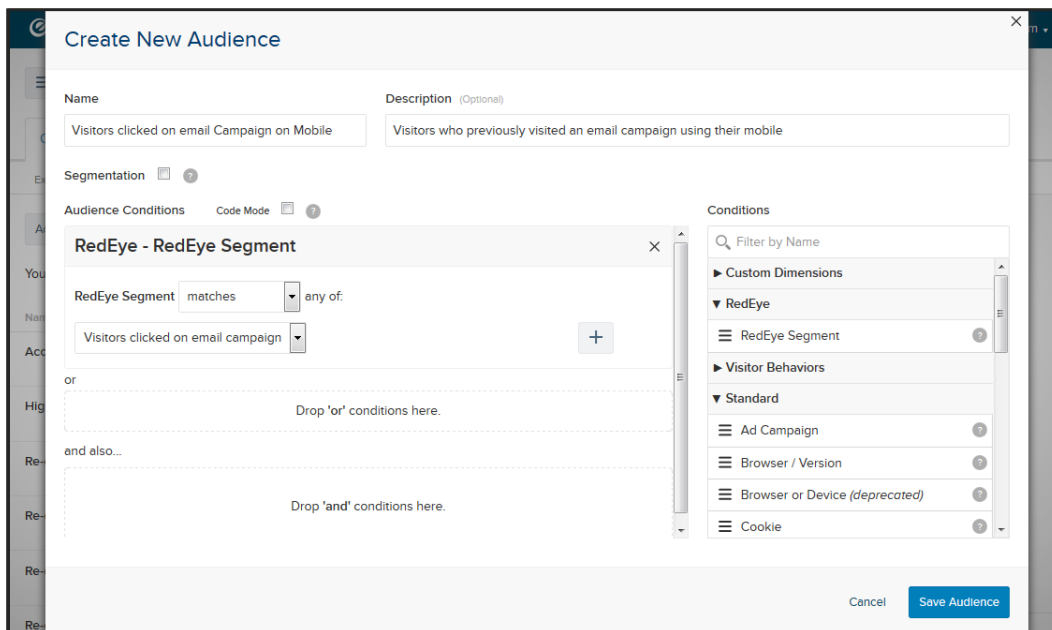


Figure 5: Create audience based on RedEye's Web Segments

You can use these web profiles alongside all other targeting conditions available from Optimizely.